



2020 STD PREVENTION CONFERENCE

**SPONSOR AND
EXHIBITOR
PROSPECTUS**

**SEPTEMBER 14-24, 2020
VIRTUAL**

The Premier STD Prevention Conference in the U.S.

Thank you for considering sponsoring and exhibiting at the 2020 STD Prevention Virtual Conference, scheduled for September 14-24. This conference brings together international leading researchers with government experts, clinical STD care providers, and state and local public health administrators. Join more than 1,200 conference attendees for three days of scientific updates and cutting-edge sessions on science, program and policy.

Sponsorship Opportunities

A variety of sponsorship opportunities allow companies the opportunity to showcase their products and services to attendees. Conference organizers ensure that sponsoring companies receive the highest recognition and brand awareness. Each package contains an attractive list of benefits, including exhibit space in a premium location. Please note that limited sponsorship opportunities are available -- so sign-up today!

Sponsors will be treated on a first come, first serve basis. Payment schedule is as follows: 50% due upon signature, and the remaining 50% due by July 31, 2020.

To sponsor or exhibit, go to cdc.gov/stdconference or contact Shameka Jennings at sjennings@ncsddc.org or 202-715-3860.



2020

STD PREVENTION
CONFERENCE

WHO ATTENDS THE CONFERENCE?

- Researchers
- Clinicians
- Public health administrators
- Laboratory professionals
- Academics and students
- Government officials

	GOLD Sponsorship (2 available)	SILVER Sponsorship (2 available)	BRONZE Sponsorship (6 available)
Sponsorship fee	\$50,000	\$25,000	\$15,000
Sponsored Live events	Sponsored Session (60 minutes)	Sponsored Lunch Session (45 minutes)	Sponsored Breakfast Session (30 minutes)
Conference registrations	4	2	1
Upgraded Virtual Exhibit Booth	1	1	1
Sponsored Discussion Group	Yes	No	No
Content Included on Sponsor Channel	Yes (4)	Yes (3)	Yes (2)
One custom email to attendees featuring sponsored content	Yes	Yes	Yes
Recognition in conference materials and signage	Yes	Yes	Yes
	+ Virtual Lobby Sponsorship (1 week)	+ Auditorium Sponsorship (1 week)	

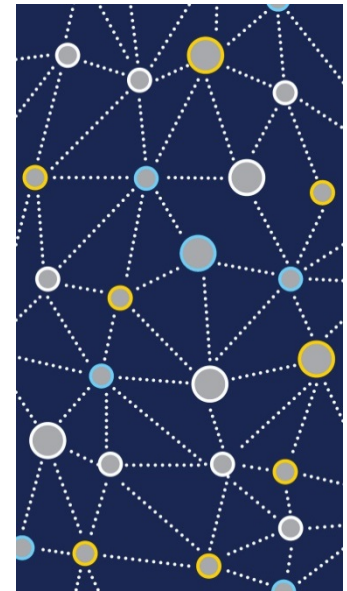
Additional Sponsorship Opportunities

Sponsorship Item	Price	Benefits					
		Complimentary Virtual Booth	Signage at Sponsored Event	Ad in Mobile App	Content in Sponsor Channel	Recognition in Conference Mobile App / Site	Company Logo Exposure
4 Wellness Sessions	\$15,000	✓	✓	✓	✓	✓	60 sec commercial pre/post Yoga session
Coffee Break (10 available)	\$10,000	✓	✓	✓	✓	✓	15 minute live sponsored session
Sponsored Session (15 minutes)	\$10,000	✓	✓	✓	✓	✓	15 minute live sponsored session
Conference Mobile App	\$7,500				✓	✓	Graphics featured on mobile app + dedicated app tab
Scavenger Hunt	\$5,000		✓	✓	✓	✓	Logo on Scavenger Hunt page
Attendee Registrations (10 attendees)	\$4,000	✓		✓	✓	✓	One custom email ad to attendees featuring sponsored content

Past Exhibitors

Exhibitors at the CDC STD Prevention Conference have included:

- Roche Diagnostics
- Hologic
- Abbot
- Cepheid
- Genocea Biosciences
- Trinity Biotech
- Center for Disease Detection
- MateSafe
- Alere
- Biotest Pharmaceuticals
- Gilead Sciences
- SpeedX
- OraSure Technologies
- Chexout
- Chembio Diagnostic Systems
- BioLytical Laboratories
- Seegene Technologies
- Avita Pharmacy
- Altarum
- BD
- Trojan Brand Condoms
- STD/HIV Prevention Training Centers
- Gold Standard Diagnostics
- Many other corporate, government, and nonprofit organizations



We are happy to customize any of the above offerings or discuss further options that will meet your company needs.

For more information, go to cdc.gov/stdconference or contact Shameka Jennings at sjennings@ncsddc.org or 202-715-8860

Exhibit Hours

Monday, September 14 – Thursday, September 24

24 hours

Exhibit Specifications and Benefits

Included with each standard virtual booth is:

- Logo / Banner
- Company Description
- Social Media Links
- Website Link
- One Downloadable Document
- One Video
- One Press Release
- Two Booth Staff Contacts Listed
- Attendee Chat
- Included in Scavenger Hunt

Booth feature upgrades are available at an additional cost.

Each exhibitor will receive two complimentary full conference registrations. Additional registrations are available at a discounted rate of \$400 each. All attendees must be registered by September 10, 2020.

Exhibitor Fees

	<u>Standard</u>
Business/Corporate	\$2,500
Government Agencies	\$1,500
Nonprofit Agencies	\$1,500



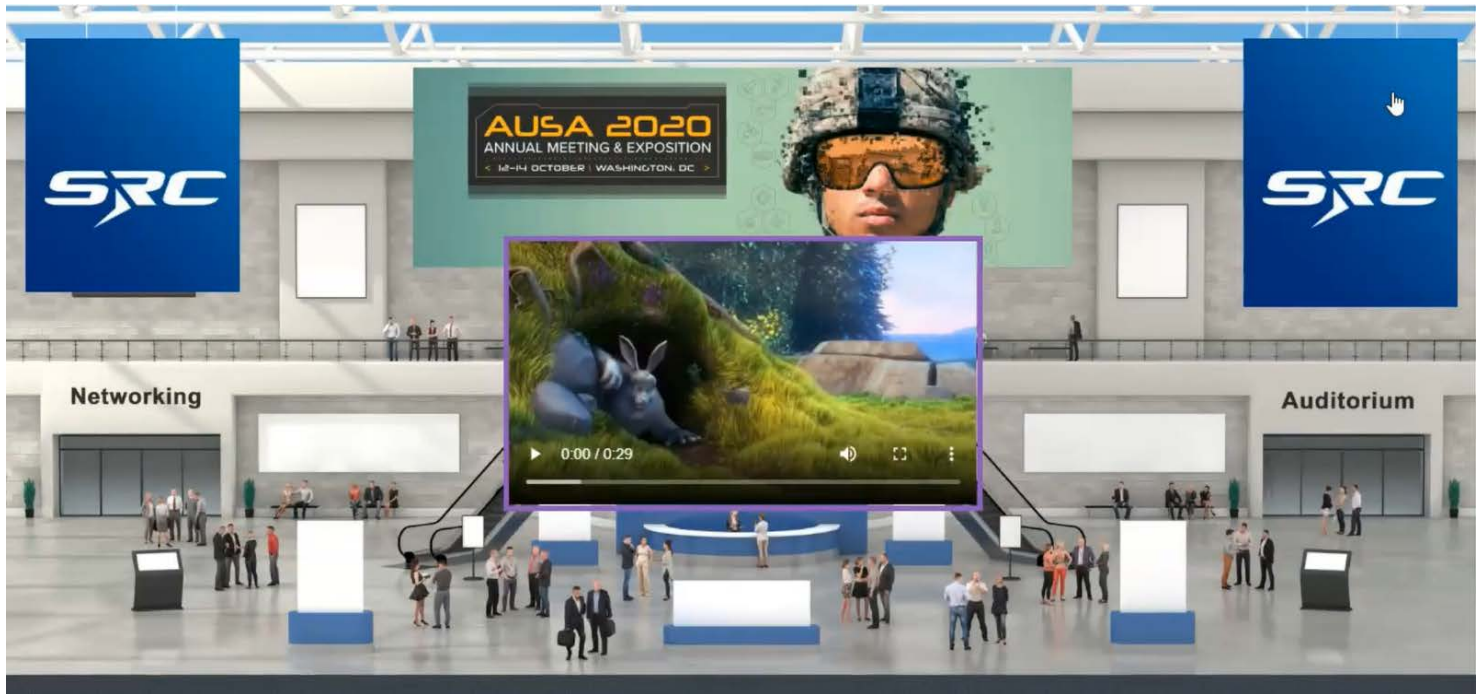
Sample Virtual Booth

To register as an exhibitor, visit cdc.gov/stdconference.

For more information, contact Shameka Jennings, director of meetings and partnership development with the National Coalition of STD Directors at sjennings@ncsddc.org or 202-715-3860.

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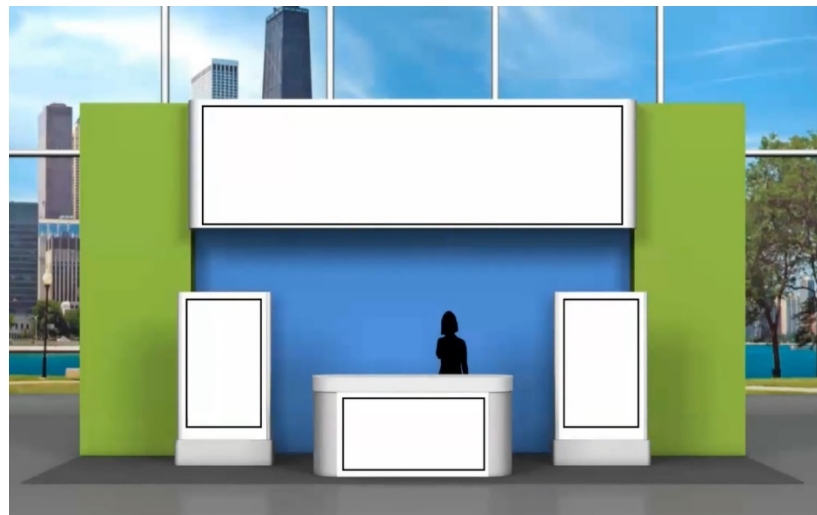
Virtual Platform Screenshots



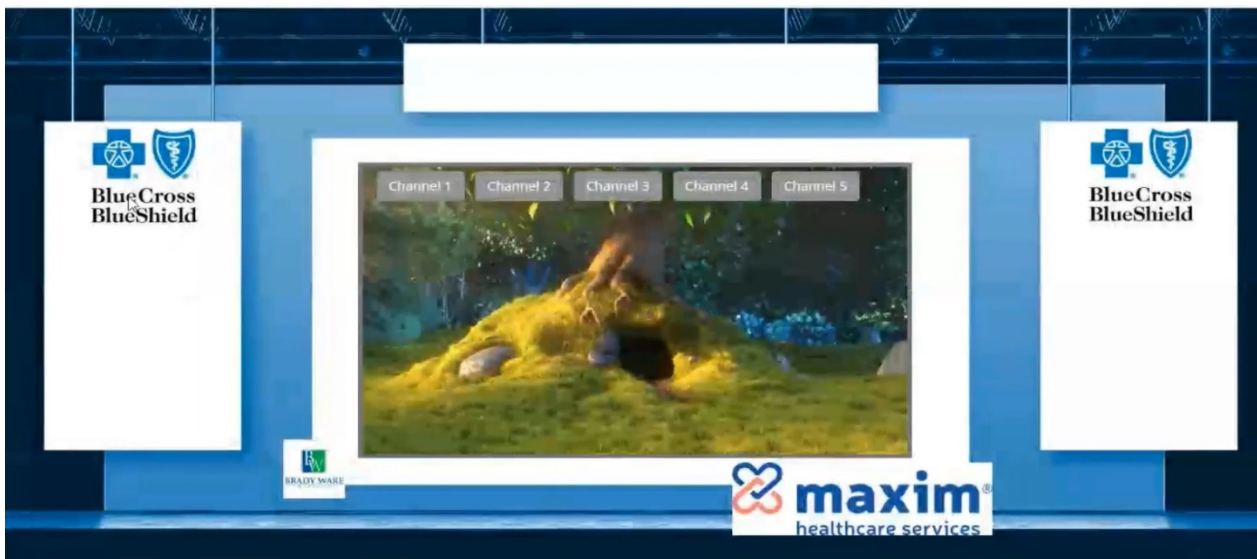
Sample Virtual Lobby with all potential sponsored areas.



Sample Virtual Exhibit Hall.



Sample Virtual Exhibit Booth.



Sample Virtual Auditorium Sponsorship

Exhibitor Terms and Conditions

Purpose and Objectives

The 2020 STD Prevention Conference is administered by the National Coalition of STD Directors (NCSD) on behalf of Centers for Disease Control and Prevention Division of Sexually Transmitted Disease Prevention, and is co-sponsored by both entities. The conference exhibit hall is for educational and informational purposes only and is an adjunct to professional sessions held during this biennial conference. The exhibit hall is meant to supplement the professional meeting by providing attendees with opportunities to interact and network with industry partners, nonprofit organizations, and government officials. Exhibitors are expected to display their STD-related products and/or discuss their services with conference attendees. Direct sales may not be made by the exhibitor on the exhibit hall floor. NCSD reserves the right to refuse space to any exhibitor registrant.

Terms and Conditions

The exhibitor terms and conditions as listed here govern the exhibitor agreements and are part of the agreement for exhibitor space.

Exhibit Space Location

Some booth spaces are reserved exclusively for companies who sponsor the conference at the Gold, Silver, or Bronze levels. Preference for booth space location will be based upon a first-received/paid, first-assigned basis within the exhibit hall. Applications must be returned with payment and first, second, and third choices of booth space locations indicated.

Agreement for Space

This registration for an exhibit booth space, the notice of booth assignment, and the receipt of full payment together constitute an agreement for the right to use the space. A 25% non-refundable deposit is due with exhibit registrations made before July 31, 2020, and that the balance is due on or before July 31, 2020. If you are submitting this exhibit registration after July 31, 2020, the full exhibit fee is to accompany this registration. Cancellations will not be refunded after July 31, 2020. NCSD reserves the right to reassign booth spaces not paid for by July 31, 2020.

Exhibitor Representative Responsibilities

For each exhibit, there must be at least one primary person to be the official representative and responsible party. This person will receive all relevant materials relating to the exhibit hall. That representative shall be authorized to enter such contracts as may be necessary for fulfillment of obligations to NCSD and to other contractors and subcontractors. At least one representative must be present at the exhibit booth during all official hours of the exhibit show.

Exhibitor Registration

All booths come with two conference registrations excluding exhibit spaces provided to sponsors. Additional exhibitor registrations may be purchased for \$400/person. For each exhibit booth personnel, their name MUST be registered online by the registration cut-off date of July 31, 2020. Any exhibitor who shows up at the conference site without a prior registration may be registered for an additional cost of \$400/person.

Admission to Exhibit Hall

NCSD shall have sole control over all admission policies at all times. Badges must be worn at all times; badge swapping among personnel is prohibited. Use of these badges is restricted to booth personnel only. All personnel in the exhibit booth are required to wear their name badges throughout move-in, show hours, and move-out.

Restrictions

NCSD reserves the right to prohibit any display or exhibit or any part of a proposed exhibit, which it judges unsuitable or in conflict with acceptable professional ethics of the 2020 STD Prevention Virtual Conference. All exhibit materials must conform to national, state, and local fire and safety codes. Exhibitors planning to provide sample giveaways or premium gifts to attendees must offer giveaway samples or premium gifts to all attendees of the conference. Exhibitors are responsible for delivering contest prizes to winners. Neither conference officials nor NCSD staff will mail or distribute prizes.

Solicitation and Circulation

No exhibit or advertising material will be allowed to extend beyond the exhibit hall.

Cancellations

In the event an exhibitor finds it necessary to cancel participation in the 2020 STD Prevention Conference, refunds will be made as follows:

A cancellation prior to or on July 31, 2020, is eligible for a refund less 25%, the non-refundable deposit. After July 31, 2020, there will be no refunds. All cancellations must be confirmed in writing. Postmarks or email dates will be used to determine eligibility. No refunds will be given for cancellation of printed conference sponsorship materials and signage.

